

ALLANT[®]

You don't need a CDP.



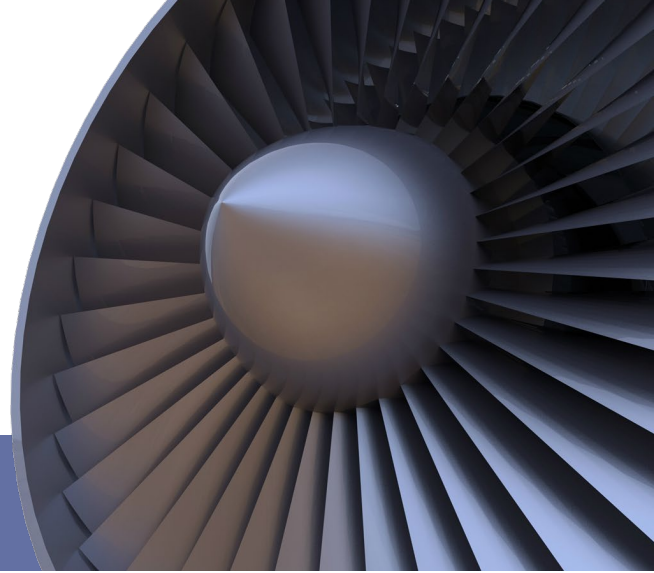
You need an audience orchestration engine

In the dynamic and fast-evolving marketing world today, brands grapple with numerous complexities in managing and utilizing their data. They need help with issues ranging from isolated data sets to inconsistent technologies and channels all impeding frictionless activation of data and its associated insights. As such, marketers require a comprehensive solution that assists them in holistically activating their audiences, empowering them to fine-tune their campaigns and achieve superior outcomes.

This is precisely the gap that an audience orchestration engine aims to bridge.



Introducing the Audience Orchestration Engine



Forrester observes, "marketers must improve their ability to turn data into insights and take action based on those insights." Regrettably, many marketers find it challenging to overcome the compartmentalized nature of their data and the resulting uncoordinated efforts across various channels and audience sources forcing compromised strategies that don't embody data innovation and its associated utilization.

This situation often leads to overlooked opportunities and less-than-ideal campaigns.

Allant Group's CEO, Michael D. Fisher, highlights the necessity of an all-encompassing audience orchestration engine for brands to thrive in the contemporary data-driven marketing environment. In a recent discussion with Marketing Dive, Fisher voiced, "audience orchestration is the key to making sense of customer data and driving business growth."

Undeniably, the need for such an engine has grown more urgent over the years, given the surging volume of available data, which leaves marketers in a constant struggle to catch up. A study by Econsultancy reveals that 63% of businesses find it challenging to analyze and act on customer data, while 59% struggle to establish a unified view of the customer. These issues become even more daunting for companies with varied data sources and marketing channels.

This is the juncture where the audience orchestration engine proves its worth. By adopting a comprehensive approach to audience availability, orchestration, brands can manage their data, campaigns, and audiences from a singular platform, thereby enhancing campaign optimization and yielding superior outcomes.



Allant Group's approach focuses on three core stages:

1. Building an engaging customer experience
2. Creating two-way value exchanges
3. Leveraging gathered data and insights to understand customers better



What can marketers expect?

Within an audience orchestration engine are tools that equip marketers with features that facilitate comprehensive audience management. These features are the essential hallmarks of a holistic audience orchestration engine and, crucially, what differentiates them from existing martech solutions.



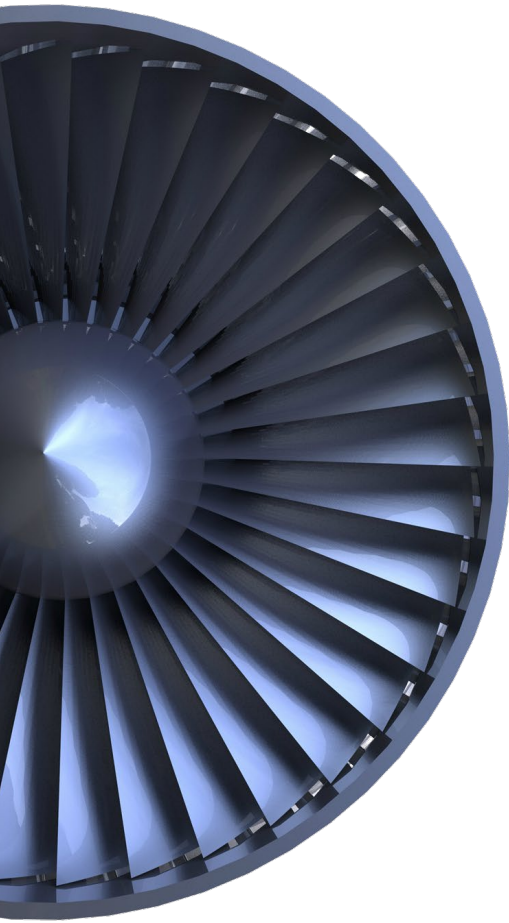
Keith Scheer, Allant Group's SVP of Product & Innovation, comments that AMP+ offers many brilliant features designed to

Support marketers, analysts, and data scientists to make their lives easier. AMP+ makes repeatable processes and queries quicker. It remembers every path you've taken and records it as an action. So, if you want to repeat that process, you just find it in the log, pull it out, and make it a repeatable script that runs on a schedule. The script will load your data, transform your data, remap your data, do some analytics, deliver an Excel, send an email, and publish a dashboard all while managing data lineage requirements and providing frictionless data and insight activation options.



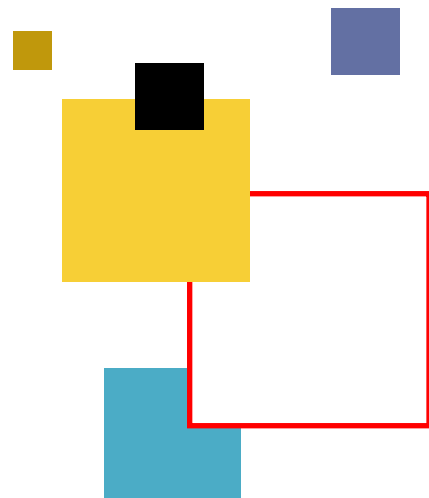
Partners of Allant Group have access to AMP+, a revolutionary audience management platform. These features are the essential hallmarks of a holistic audience orchestration engine and, significantly, what and why AMP+ is complimentary and differentiated from existing martech solutions.

When choosing an Audience Orchestration Engine, you should expect these features as standard:



- **Easy Data Ingestion:** This feature is adept at consuming data from various sources, such as CRM, DMP, and offline sources. It allows marketers to centralize their diverse data into a single, manageable platform.
- **Seamless Data Transformation:** Turning raw data into actionable insights, this feature is crucial in enabling data-driven decisions. It processes the unrefined information and presents it in a meaningful, easily interpretable format.
- **Actionable Visualization:** With visualization tools, marketers can gain an in-depth understanding of their audiences and campaigns. These tools present data visually and interactively, making patterns and trends more apparent.
- **Artificial Intelligence:** Having the ability to assemble all of the data in a single platform that allows organizations to plug in preferred AI tools to further optimize audiences and associated testing.
- **Discovery and Activation:** This aspect helps marketers unearth hidden insights within their data sets. It's about exploring your data to its full potential, optimizing campaigns, and driving improved results.
- **Targeted Fulfillment:** Fulfillment takes selected audience segments and delivers them to the relevant activation channels. This efficient feature helps in executing campaigns swiftly and seamlessly.

In addition to these core capabilities, marketers should expect to incorporate retention and acquisition campaign audience management. This allows marketers to manage both types of campaigns from one platform, thus saving time and resources. Moreover, basic changes can be made without moving data to another system, making the process much more streamlined.



Allant's audience orchestration engine's revolutionary capabilities also allow for the modeling and scoring of your data, at greatly accelerated speeds, while stats and predictive analytics can be accessed without writing SQL. On top of all of these benefits, marketers should also expect business intelligence-style reports providing valuable insights into campaigns. All told, these capabilities accelerate customer acquisition efforts while informing such efforts with key "best customer insights" that allow marketers to begin with the end mind. Why acquire new customers that don't have the greatest potential to perform like your best customers?



Data, analytics, and democratization

In a world brimming with countless companies promising groundbreaking solutions, the real revolution in the martech industry lies in democratizing data access and usage. But what makes an audience orchestration engine stand out in this landscape?

Its distinctive advantage lies in its ability to orchestrate data across channels and audiences without preference for a specific channel. This platform is also martech agnostic, meaning it can support any campaign management tool associated with any channel or tech stack. This allows brands to use their preferred tools and maximizes their existing martech investments.

Michael D. Fisher of Allant Group expressed, "data forms the bedrock of modern marketing, and brands require a platform that aids in managing their data holistically." An audience orchestration engine, he points out, provides a range of features and functions enabling marketers to control their data, campaigns, audiences, and customer journeys all from one place, consequently allowing brands to optimize campaigns and deliver superior results.

Final thought

In today's data-driven world, brands must leverage the power of their data to create more personalized and relevant customer experiences. A holistic marketing approach can help brands achieve this goal by unifying their data, creating a single view of their customer, and activating that data across multiple channels.

Industry experts have long touted the benefits of a holistic orchestration approach to marketing. A McKinsey report noted that "brands that effectively manage customer journeys increase revenues by 10 to 30 percent while decreasing the cost of customer service

by 20 to 40 percent." The report also highlighted that "customer experience leaders achieve 5 to 10 percent revenue gains and reduce costs by 15 to 25 percent within two or three years."

Marketers have long recognized the importance of a holistic orchestration approach. A holistic data orchestration and activation approach is key to helping brands drive revenue growth and optimize their customer experience. By leveraging better technology, brands can deliver more relevant and personalized customer experiences, improving operational efficiencies and reducing costs.

Who are we?

And why are we different?

Allant Group is a data-driven marketing firm that provides innovative solutions for marketers to improve their audience targeting, engagement, and ROI. With a history rooted in data and analytics, Allant Group has evolved into an audience orchestration company that helps brands leverage their data-rich assets across audiences and channels. The company's expertise lies in its ability to orchestrate data to and from activation channels, regardless of channel preference, thus allowing for coordination and consistency across multiple channels.

Allant Group has recently launched AMP+, a state-of-the-art audience management platform that promises to improve operational efficiencies, reduce costs, and drive brand revenue growth.

As Allant Group CEO, Michael D. Fisher, notes, "We believe the future of marketing lies in the ability to effectively orchestrate data and activate it in real-time. With AMP+, we're helping our clients achieve this goal, while also improving their overall customer experience."